

O.03 - Integrated pest management implementation at field level: what are the impediments to grower adoption of IPM? Why do they exist and what can be done to get around them?

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The agricultural economy in California is very large and has a farmgate value of more than \$24 billion (â¬16.3 billion). It is also one of the birth places of IPM, with several University of California scientists helping define the concept and implementing some of the first programmes. Nevertheless, many potential impediments to grower adoption of IPM in California orchards and vineyards still exist and they can be different for different growers. Some of them are: confusion over the definition of IPM, lack of guidance on how to implement IPM, lack of pest economic thresholds, insufficient effort expended for pest monitoring, lack of quantitative pest monitoring methods, lack of appreciation of the value of quantitatively-based pest monitoring, pest management being a low priority in farm management-decision making, the salaries of many pest management consultants being based on commissions from pesticide sales, and the fact that many pesticide-based pest management strategies are affordable and they work. I will start the presentation by discussing the definition of IPM used by the University of California state-wide IPM programme. Based on seven years' experience as an IPM consultant working in orchard crops and 12 years' experience working with 750 winegrape growers who manage 40,000 hectares of vineyards, I will discuss the above impediments, why they exist and suggest ways of removing them so that the level of IPM implementation increases.